

Table 2.1--Connecticut's Consumer Market

States and provinces contained wholly or partially within a 500 mile radius of Connecticut, in millions of U.S. dollars

| Region | Population | Income* | Retail Sales | Food Sales |
|--|--------------------|--------------------|--------------------|------------------|
| Entirely within 500 miles | | | | |
| Connecticut | 3,288,100 | \$78,958 | \$36,469 | \$6,747 |
| Massachusetts | 6,159,500 | 121,430 | 62,573 | 11,910 |
| Rhode Island | 990,200 | 16,980 | 8,166 | 1,494 |
| Vermont | 593,200 | 9,407 | 6,035 | 1,278 |
| New Hampshire | 1,189,400 | 22,650 | 15,379 | 2,906 |
| Maine | 1,251,400 | 18,922 | 12,982 | 2,741 |
| New York | 18,212,100 | 330,153 | 148,392 | 25,032 |
| New Jersey | 8,148,800 | 167,801 | 82,355 | 14,385 |
| Pennsylvania | 12,504,200 | 217,660 | 121,274 | 19,590 |
| Delaware | 743,500 | 13,869 | 8,709 | 1,390 |
| Maryland | 5,162,400 | 98,772 | 49,254 | 8,924 |
| District of Columbia | 520,700 | 12,252 | 3,730 | 673 |
| Partially within 500 miles | | | | |
| Ohio | 11,238,400 | \$187,132 | \$121,092 | \$18,934 |
| Virginia | 6,836,200 | 121,251 | 73,585 | 13,360 |
| West Virginia | 1,820,600 | 24,634 | 15,077 | 2,984 |
| North Carolina | 7,600,900 | 119,657 | 81,141 | 14,331 |
| Region Total | 86,259,600 | \$1,561,528 | \$846,213 | \$146,679 |
| United States Total | 273,537,800 | \$4,621,492 | \$2,695,852 | \$448,262 |
| Region as percent of United States | 31.5% | 33.8% | 31.4% | 32.7% |
| Canadian Provinces partially within 500 miles | | | | |
| Quebec | 7,345,400 | \$87,754 | \$39,921 | \$9,906 |
| Ontario | 11,513,800 | 156,483 | 66,188 | 12,086 |
| New Brunswick | 755,000 | 8,392 | 4,381 | 1,161 |
| Nova Scotia | 939,800 | 10,507 | 5,366 | 1,417 |
| Region Total | 20,554,000 | \$263,135 | \$115,855 | \$24,571 |
| Canada Total | 30,491,300 | \$388,495 | \$173,113 | \$38,467 |
| Region as percent of Canada | 67.4% | 67.7% | 66.9% | 63.9% |
| Total Regional Market | 106,813,600 | \$1,824,663 | \$962,068 | \$171,250 |

*: Effective buying income (EBI). EBI is income adjusted to account for personal tax expenditures.

Note: U.S. data and all population data are 1999. Canadian economic data are 1997.

Source: "Survey of Buying Power, 1999", Sales & Marketing Management; Statistics Canada